

Montgomery County: Keeping It SAFE: Under Twenty-one Alcohol Prevention Coalition
Deter underage alcohol use, reduce youth access to alcohol, and reduce the effects of under 21 alcohol use
Under 21 alcohol use is illegal, unhealthy, and unacceptable

November 2015

Dear Principal, faculty, youth leaders,

Keeping It SAFE: Under 21 Alcohol Prevention Coalition (KIS) is a multi-agency, public-private, countywide team with the following goals:

- To deter underage alcohol use.
- To reduce youth access to alcohol
- To reduce the effects of under 21 alcohol use

KIS promotes the message that under 21 alcohol use is illegal, unhealthy, and unacceptable. KIS follows the Communities Mobilizing for Change of Alcohol (CMCA), a model program of the Substance Abuse and Mental Health Services Administration; [Http://www.nrepp.samhsa.gov](http://www.nrepp.samhsa.gov).

KIS invites middle and high school age youth to participate in the 13th annual video contest to create a 30 second public service message addressing under 21 alcohol use prevention. *This is not an anti-drunk driving video contest.* The contest is open to teams composed of 2 or more youth enrolled in Montgomery County public or private schools or in faith-based or service-based organizations.

The *winning teams*, not individuals, will receive* the following:

- ❖ High School teams: 1st place: \$1000-trophy, 2nd place: \$500-trophy, 3rd place: \$250, 4th place: \$100
- ❖ Middle school teams: 1st place: \$500, 2nd place: \$250, 3rd place \$100, Honorable Mention

For contest applications, guidelines and submission details see www.montgomerycountymd.gov/kis.

** The contest and cash prizes are sponsored by the Automated Traffic Division-Montgomery County Department of Police. * The checks will be made out to the school, church or organization.[Tax ID number is required]*

View previous winning videos: www.montgomerycountymd.gov/dlclre/community/kis/videos
Public Schools: a DVD of the 2014-2015 winners has been sent to the Health Class contact.

Entries will be accepted from January 25 through January 31, 2016, by 4:30 pm.

Each video entry should have

- Appropriate label
- A cover page
- A team reflection

The message will be judged by adults from the Keeping It SAFE Coalition and local Montgomery County youth. Results will be announced via email before the March/April awards event.

Winners will be required to attend the celebration event to receive their cash awards. All contest participants will be recognized at the March/April community awards event. Winner's videos will be shown at the event. Special guests, community, and family will be invited.

We encourage your youth teams to participate. Please contact KIS with any questions or concerns

Sincerely,

Meg Baker, CPP, KIS Team Leader: dlc.kis@montgomerycountymd.gov

"This contest is held by an agency of Montgomery County Government and, as such direct distribution of the flyers to students is permitted by Policy CAN, Informational Materials and Announcements."

KIS is an independent Montgomery County community coalition.

C/O MC Department of Liquor Control, Community Outreach Office, 201 Edison Park Drive Gaithersburg MD 20878

KIS phone: 240-777-6652; KIS web site: www.montgomerycountymd.gov/kis

- MC Dept of Police
- MC Dept of Liquor Control
- MC States' Attorney Office
- Sandy Spring Vol. Fire Dept
- MC Project Prom/Grad.
- MC District Court Judges
- Maryland-National Capital Park Police
- Emer. Nurses' Assoc.
- Washington Regional Alcohol Program
- Brave & Bold
- Concerned community members

Supporters

MCDP Automated

Traffic Division

Stage 2 Video Editor

Humanity Television

MCCPTSA

*W*USA9*

MC Recreation Dept

MCPS Instructional

TV

Mothers Against

Drunk Driving

(MADD)

MC Prevention

Office

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